

24 Years
on the polish market!

MEDIA
INFO
2017



IZBA WYDAWCÓW PRASY



We are a member of the Chamber of Press Publishers and cooperate with the DVV Media Group in Germany

PWT

Polskie Wydawnictwo Transportowe Sp. z o.o.
(Polish Transport Publishing Ltd.)
ul. Marconich 3/7, 02-954 Warszawa, Poland

office/subscriptions tel. +48 22 620 92 14, fax +48 22 890 98 32
editorial department tel. +48 22 620 92 23,
advertising department tel. +48 22 620 92 04

EDITORIAL PROFILE

The "Polish Transport Gazette" is a weekly magazine about key events and news in the logistics, forwarding, and transport industry in Poland and abroad. The Gazette covers all branches of transportation – road, railway, air, maritime, and inland, as well as logistics, forwarding, and warehousing. A wide presentation of opinions and views, interviews and discussions held with managers and animators of Polish and international logistics as well as with the country's co-decision-makers influencing the development of the sector ensure the comprehensive, opinion-making character of the "Polish Transport Gazette".

TRADITION

PTG is the only weekly and longest existing branch publication on the Polish market – already since 1993. We cooperate with the DVV Media group, which amalgamates over a dozen transport publications from Europe and Asia.

OUR PROFILE

The weekly publishing cycle ensures the "Polish Transport Gazette" is up-to-date like no other branch publication specializing in transport, logistics and forwarding on the Polish publishing market. Together with the weekly AutoTransport appears every month, addressed towards readers interested in utility vehicles. The monthly also covers the technical and economical issues connected with the production and operation of trucks, lorries, busses and specialized vehicles.

PUBLISHING CYCLE

The weekly appears every Monday with a Wednesday publishing date. Throughout the year there are 4 bi-weekly issues (in January, July, August and December).

REACH

Polandwide

FORMAT

paper format 315 mm (width) x 470 mm (height)
printing area 281 mm (width) x 435 mm (height)

TYPESETTING AND MAKE UP

Studio Graficzne Art Rodar [Art Rodar graphic studio]

PRINTING

Zakłady Graficzne TAURUS

ADVERTISING MATERIALS, TECHNICAL SPECIFICATION

Please deliver advertisements in digital form in the following formats: JPG, TIF, EPS, PDF and CDR in vector form. We do not place printing registration. Ad resolution 300 dpi. Initial materials should contain the logo, photographs or catalogue illustrations and advert text if we are asked to create the advert. If precise colouring is important please add a percentage-wise CMYK colour separation. An initial sketch of the advert is necessary.

DISTRIBUTION

The "Polish Transport Gazette" is sold mostly through a paid subscription directly by the publisher – Polskie Wydawnictwo Transportowe Sp. z o.o. [Polish Transport Publishing Ltd.] in Warsaw as well as through the biggest Polish press distributors and transport associations. Additionally our publications are handed out for free on the most important trade fairs, exhibitions, congresses and conferences of the TFL sector in Poland and abroad. Moreover every week presentation issues are sent to companies interested in the topics covered in the respective issue.

WHO READS US?

- logistic companies
- forwarding companies
- road, railway, water and air transport companies
- manufacturers of vehicles, trailers and semi-trailers, spare parts and accessories
- fleet management companies and fleet managers
- courier companies
- developers and end users of warehousing facilities
- transport associations, societies and chambers
- manufacturers and contractors of transport infrastructure
- spare part distributors and repair service companies
- service providers for the TFL industry
- providers and operators of IT and mobile services
- logistic and transport schools and universities

MONTHLY CIRCULATION 16.000–20.000 issues

POLSKIE WYDAWNICTWO TRANSPORTOWE SP. Z O.O. [POLISH TRANSPORT PUBLISHING LTD.]

Kieślowskiego Street 3c/30, 02-962 Warsaw, Poland

HOMEPAGES

www.pgt.pl, www.autotransport.pl

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The weekly issues of PGT contain the regular sections: logistics, road transport, railway transport; bi-weekly air transport and water transport. Each issue has its main themes of choice and a special topic (listed in the table below).

POLISH TRANSPORT GAZETTE / AUTOTRANSPORT				NR	THE DEADLINE FOR SUBMITTING MATERIALS
NR.	DATE	MAIN SUBJECT	SPECIAL TOPIC		
1-3	18.01.2017	Transport, forwarding and logistics	New technologies		10.01.2017
4	25.01.2017	Transport, forwarding and logistics	Urban distribution	1	17.01.2017
5	01.02.2017	Air transport and logistics	Air cargo		24.01.2017
6	08.02.2017	Water and railway transport	Ferry transport		31.01.2017
7	15.02.2017	Road transport and logistics	Food transportation	2	07.02.2017
8	22.02.2017	Railway and road transport	Transport Poland-East		14.02.2017
9	01.03.2017	Transport, forwarding and logistics	Innovations in the TFL sector		21.02.2017
10	08.03.2017	Railway and road transport	Railway transport		28.02.2017
11	15.03.2017	Water and road transport	Maritime economy		07.03.2017
12	22.03.2017	Road and railway transport	Public transport	3	14.03.2017
13	29.03.2017	Transport, forwarding and logistics	Modern logistics		21.03.2017
14	05.04.2017	Transport, forwarding and logistics	Intermodal transport		28.03.2017
15	12.04.2017	Road transport and logistics	Transport markets		04.04.2017
16	19.04.2017	Air and road transport	Aviation market		11.04.2017
17	26.04.2017	Road and railway transport	City transit systems	4	18.04.2017
18	04.05.2017	Water and road transport	Inland waterway transport		25.04.2017
19	10.05.2017	Railway transport and logistics	Railway infrastructure		02.05.2017
20	17.05.2017	Road transport and logistics	Fuels, oils, fuel cards	5	09.05.2017
21	24.05.2017	Transport, forwarding and logistics	Oversize transport		16.05.2017
22	31.05.2017	Railway and road transport	The New Silk Road		23.05.2017
23	07.06.2017	Road transport and logistics	Mobile systems, telecommunication, navigation		30.05.2017
24	14.06.2017	Water and road transport	Harbours and sea terminals		06.06.2017
25	21.06.2017	Transport, forwarding and logistics	Infrastructure market	6	13.06.2017
26	28.06.2017	Railway and road transport	Forwarding services		20.06.2017
27-30	19.07.2017	Transport, forwarding and logistics	Multimodal transport		11.07.2017
31-35	09.08.2017	Water and road transport	Trailers and semitrailers / Containers	7-8	01.08.2017
36	06.09.2017	Transport, forwarding and logistics	Warehouse logistics		29.08.2017
37	13.09.2017	Air and road transport	Postal and courier services	9	05.09.2017
38	20.09.2017	Transport, forwarding and logistics	Break bulk transport		12.09.2017
39	27.09.2017	Railway transport and logistics	Railway infrastructure, transport, manufacturers		19.09.2017
40	04.10.2017	Railway and road transport	Transport of chemicals and dangerous goods	10	26.09.2017
41	11.10.2017	Transport, forwarding and logistics	E-commerce		03.10.2017
42	18.10.2017	All types of transport	Passenger transport		10.10.2017
43	25.10.2017	Transport, forwarding and logistics	Reloading in baltic seaports		17.10.2017
44	02.11.2017	Transport, forwarding and logistics	Transport innovations		24.10.2017
45	08.11.2017	Railway transport and logistics	Railway market		31.10.2017
46	15.11.2017	Transport, forwarding and logistics	Ecology in transport		07.11.2017
47	22.11.2017	Road transport and logistics	Fleet management	11	14.11.2017
48	29.11.2017	Water and road transport	Ferry transport connections		21.11.2017
49	06.12.2017	Road transport and logistics	Refrigerated transport		28.11.2017
50-52	13.12.2017	Transport, forwarding and logistics	Christmas and New Year edition. Summary of 2017	12	05.12.2017

* We reserve the right to make changes

TOP LOGO



Format: 53 x 48 mm

Pricing: 490 EUR

WRAPAROUND



Format: 472 x 470 mm

Pricing: 7 070 EUR

BANDEROLE



Format: 2 x 315 mm x 50 mm

Pricing: 1 100 EUR

AD WITH GUMMED POSTCARD OR CD



Format: to agree upon

Max weight: 20 g

Pricing: Price of the placed ad format +
distribution fee of 1 850 EUR

INSERT



Format: 315 mm x 470 mm

Print: double-sided

Pricing: 3 990 EUR

LOOSE INSERT



Max format: 281 mm x 430 mm

Print: double-sided

Max weight: 20 g/1 sheet

(please contact us in case of higher weights)
Insert printed by the customer

Pricing: Price of the placed ad format
+ distribution fee of 1 850 EUR

2/1 PAGE



Columns: 10
width: 596 mm
height: 435 mm
Pricing: 5 500 EUR

1/1 PAGE



Columns: 5
width: 281 mm
height: 435 mm
Pricing: 2 830 EUR

A4



Columns: 4
width: 224 mm
height: 300 mm
Pricing: 1 940 EUR

ACROSS THE GUTTER SPREAD



Columns: 6
width: 368 mm
height: 250 mm
Pricing: 2 030 EUR

1/2 PAGE



Columns: 5
width: 281 mm
height: 215 mm
Pricing: 1 690 EUR

1/3 PAGE



Columns: 5
width: 281 mm
height: 148 mm
Pricing: 990 EUR

Columns: 3
width: 167 mm
height: 240 mm
Pricing: 990 EUR

1/4 PAGE



Columns: 5
width: 281 mm
height: 107 mm
Pricing: 860 EUR



Columns: 3
width: 167 mm
height: 180 mm
Pricing: 860 EUR

1/5 PAGE



Columns: 2
width: 110 mm
height: 215 mm
Pricing: 650 EUR

4 COLUMNS



Columns: 4
width: 224 mm
height: 150 mm
Pricing: 950 EUR

3 COLUMNS



Columns: 3
width: 167 mm
height: 167 mm
Pricing: 800 EUR

AD IN THE LOGO STRIPE



Columns: 1
width: 53 mm
height: 25 mm
Pricing: 90 EUR

OTHER FORMATS



please contact:
Edyta Broma
phone: 22 620 92 04
fax 22 890 98 32
e-mail: e.broma@pgt.pl

ANY PRESENTATION



Columns: 5 (whole page)
width: 281 mm
height: 435 mm
Pricing: 2950 EUR

SPONSORED ARTICLE / ADVERTORIAL



please contact:
Edyta Broma
phone: 22 620 92 04
fax 22 890 98 32
e-mail: e.broma@pgt.pl

NEWSLETTER SENT WEEKLY TO 7000 RECIPIENTS



MAXI BANNER

700 x 250 px 460 EUR

MIDI BANNER

330 x 150 px 310 EUR

MINI BANNER

220 x 150 px 160 EUR

HYPERLINK

Short text, logo/photo and a link
to the whole article located on the
customer's homepage 220 EUR

NEWSLETTER

The customer's newsletter 620 EUR

WWW.PGT.PL HOMEPAGE BANNERS WITH HYPERLINKS ARE PLACED FOR A MONTH



TOP MAXI (above the menu)

a. 1000 x 200 px - on rotation with max. 3
other banners 310 EUR
b. 1000 x 200 px - exclusively 620 EUR

TOP BANER (below the menu)

a. 700 x 150 px - on rotation with max. 3
other banners 280 EUR
b. 700 x 150 px - exclusively 560 EUR

RIGHT SIDE BANNER* (first at the top)

a. 300 x 60 px 160 EUR
b. 300 x 120 px 310 EUR

RIGHT SIDE BANNER* (following ones)

a. 300 x 60 px 120 EUR
b. 300 x 120 px 240 EUR

*Vertical connection of banner space possible



**FIND US
ON FACEBOOK!**

I Terms of sale of advertising space

- Advertising in the publications of PWT [PTP] is placed on the basis of the form "advertising/purchase order" signed by an authorized representative of the paying party. That form specifies the type of advertising, its size, dates of publication and payment conditions.
- The prices in the pricing lists do not include VAT.
- The deadlines for reservation of advertising space, ordering and providing the advertising materials are defined in the editorial programme.
- The ordering party is obliged to provide the adverts in electronic form in accordance with the technical specification for advertising materials without additional costs for the publisher. The publisher takes no responsibility for the advert coloring without a contract proof, prepress proof, cromalin or match print provided by the ordering party.
- If the ordering party wishes to use an advert created by PWT [PTP], for which the ordering party does not hold the copyrights, in different publications, they need PWT's permission to do so.
- The prices in the pricing lists does not include the cost of preparing an advert design and the preparation of the graphic material. Such additional services – graphic design and modifications, e.g. adding a picture, creating an ad from materials provided – are priced separately in accordance with current rates used by the Publisher.
- Any changes to adverts that have been accepted as ordered by the advertising department, and prepared for print by the advertising department require a written notification 21 days prior to their publication date. After this deadline changes cannot be made in the advert.
- Resigning from publication is only possible until 3 weeks before the publication date. If the advert has been created by the Publisher the ordering party will be charged with a procedural fee in accordance with the Publisher's current rates.
- Discounts are only valid for the advertising space actually sold. A change in the advertising order causes a change in the discounts. In such a case PWT will adjust invoices previously issued.
- The publisher gives no guarantee that the ordering party's advert will be placed on a specific page, as well as that no competitors' adverts will not be placed nearby, except in cases where such terms have been negotiated when placing the order and specified in the order form.
- PWT [PTP] makes every effort to uphold the highest content and graphic quality possible in its publications.
- In case of faults or non-fulfillment of the services provided by the publisher caused by mistakes on the side of the Pu-

blisher, they oblige themselves to place the faulty advert free of charge at a date agreed with the ordering party. If that is not possible the Publisher shall return any funds transferred for the faulty service.

- If the ordering party has reserved advertising space for an advert that they agreed to provide in a finished form and do not provide said advert within the time limit specified in the editorial programme or resign from publication, the ordering party will be charged with a contract penalty worth 100% of the price for the service ordered.
- The texts of sponsored articles and advertorials must be marked as such in accordance with press publication regulations.
- The Publisher takes no responsibility for the content of advertising materials and may refuse to publish an advert, sponsored article or insert if their form or content does not conform to legal regulations, the content programme and character of our publications.
- If the ordering party requires the return of any of the advertising materials provided they should specify so in the order form when placing the order.
- Any complaints should be filed in written form within 14 days from the date of publication with specifications of the faults causing such complaints. Complaints filed after said period will not be processed. No complaints are possible about advertisements for which no prepress proofs, cromalins or match prints have been provided.

II Conditions of payment

- Invoices are made out on the basis of publication in accordance with the order specification.
- The ordering party transfers payment on the basis of the invoice within 14 days to the Publisher's account: PEKAO S.A. III O/WARSZAWA : PKOPPLPW PL 68 1240 1040 1978 0000 0135 8737.
- In case of payment delays the Publisher will charge interest for default in accordance with legal regulations, from the day the delay started. The publisher reserves the right to delay or hold back on publication of ordered adverts if previous services provided have not been paid for.

III By placing an advertising order the ordering party accepts the above general advertising terms.

IV In matters not regulated by the above general advertising terms the Polish press publication and civil legal regulations apply.

CONSTANT TOPICS

EVERY WEEK YOU WILL FIND IN THE "POLISH TRANSPORT GAZETTE":

- up-to-date news about the most important events in the industry in Poland and abroad
- firsthand accounts from our correspondents in different cities
- feuilletons, interesting talks and interviews
- expert opinions
- articles about the state of the industry, problems of road, railway, air and water transport companies
- comprehensive news on regulation changes, planned or prepared legal acts, the work of the EU, the Polish government and parliament regarding the TFL sector

THE "POLISH TRANSPORT GAZETTE" WILL PROVIDE YOU ON A REGULAR BASIS WITH:

- a large dose of practical knowledge regarding logistics and logistic tools
- clearly presented legal advice, transport regulations as well as tax and customs advice

WHAT DISTINGUISHES THE "POLISH TRANSPORT GAZETTE" FROM OTHER PUBLICATIONS IN THE TFL SECTOR

- the cooperation with the DVV Media Group provides us with access to current information about the TFL sector on an international scale. This enables us to provide readers with up-to-date knowledge about trends, regulations as well as the situation in transport and logistics in Europe and around the world
- Every year the "Polish Transport Gazette" is present on over 40 conferences and trade fairs as a media partner
- The „Poland wide Address Catalogue Transport – Forwarding – Logistics”, published yearly since 1994 eases the orientation on the market as well as the communication between buyers and sellers
- Our internet presence – on our hompages we provide current information about the industry, important facts, dates, etc.

Polish Transport Gazette subscription

Dear Ladies and Gentlemen!

To subscribe please fill out and send in the below form via fax (+48 22 890 98 33). The subscription can also be ordered through our homepage www.pgt.pl ("prenumerata" in the menu), by phone (+48 22 620 92 14) or by e-mail (prenumerata@pgt.pl).

Company

.....

.....

Mr. / Mrs.

Address.....

.....

Position

Tax ID

Phone

E-mail

☐ I am ordering a half-year subscription of the weekly "Polish Transport Gazette" together with "Auto Transport" at a price of **50 EUR**

☐ I am ordering a yearly subscription of the weekly "Polish Transport Gazette" together with "Auto Transport" at a price of **80 EUR**

☐ I am ordering a yearly PDF subscription of the weekly "Polish Transport Gazette" together with "Auto Transport" at a price of **50 EUR**

Please transfer the payment for the subscription on the day of placing the order or the next day at the latest.*)

PWT Sp. z o.o.
Pekao III O/Warszawa,
account no.:

**PKOPPLPW PL 68 1240 1040 1978
0000 0135 8737**

☐ I accept that PWT Sp. z o.o. stores my personal data in their database and uses it for marketing purposes

☐ I do not accept the use of my personal data for marketing purposes by PWT Sp. z o.o.

.....
date

.....
legible signature

*) order processing begins as soon as we have registered the payment on our account.